LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1	1. (Currently amended) An automated A loyalty suite business method for managing
2	customer relationships for a client enterprise, the method comprising the steps of:
3	(a) developing a framework including hypotheses regarding the client's customer
4	relationships and information regarding the customer relationships;
5	(b) reviewing the client business strategy and the client customer relations
6	strategy;
7	(c) identifying projects to obtain data needed to develop a customer-centered
8	strategy;
9	(d) analyzing the business strategy, the customer relations strategy and the
10	information regarding the customer relationships;
11	(e) developing a customer-centered strategy;
12	(f) identifying client enterprise deficiencies, including deficiencies in marketing,
13	sales and service;
14	(g) developing a customer loyalty roadmap;
15	(h) using the framework, determining an inside-out view of customer expectations
16	and determining an outside-in view of customer expectations;
17	(i) validating the outside-in view of customer expectations;
18	(j) prioritizing customer needs for action and/or investment;
19	(k) developing a capability model and key enablers using visual tools for
20	automating mapping of capabilities and key enablers;
21	(l) recommending tasks to be performed by the client to implement the
22	customer-centered strategy;
23	(m) reviewing the client enterprise business and technology environment:

24	(n) developing a customer value index and customer loyalty management
25	approach using data mining techniques; and
26	(o) testing and defining the customer value index and the customer loyalty
27	solution strategy using automated tools; and
28	(p) implementing business practice changes in accordance with the capability
29	model.
1	2. (Original) The loyalty suite business method of claim 1, further comprising the step o
2	identifying factors which engender customer loyalty from a customer perspective.
1	3. (Original) The loyalty suite business method of claim 2, further comprising the step of
2	determining capabilities and enablers needed for delivery of customer value by the client.
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1	4. (Original) The loyalty suite business method of claim 1, further comprising the step of
2	determining a value received by customers from the client enterprise.
1	5. (Currently amended) The loyalty suite business method of claim 5 claim 1, further
2	comprising the step of identifying and prioritizing interactions between the client
3	enterprise and customers, so as to define opportunities to create customer satisfaction.
1	6. (Original) The loyalty suite business method of claim 5, further comprising the step of
2	identifying critical tasks to perform in order to create customer loyalty.
1	7. (0.1.1.1) 771 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
1	7. (Original) The loyalty suite business method of claim 6, wherein identification of said
2	critical tasks leads to identification of essential client enterprise capabilities.